



This monogram on the radiator stands for all you can ask in a motor car.

In spite of the talk about extravagance, in spite of the debate about the life of an automobile business, the man with a car goes spinning and winning on his way.

## A Good Motor Car Earns Its Keep

Yes, and a good car pays a high rate of interest on the original investment, too. If the automobile did not earn its way, it wouldn't last. Does the average business man keep on putting his money into unprofitable things?

Have you ever known a man who once owned a car willing to give up ownership? The man who once had the service of a car knows that without one he would feel as though he had lost a leg.

The man with a good car only smiles to himself when he hears talk about motor car extravagance. He smiles again when his neighbor says: I don't see how you can afford to keep an automobile.

He smiles because he sees his neighbor has been taking the funny papers seriously, which is always a funny thing to do.

In spite of the talk about extravagances, in spite of the funny papers, the man with a car smiles on, "cranks 'er up," and goes spinning and winning on his way; well pleased with himself that he has so good and faithful a servant as his motor car. He uses it for two or three seasons, sells it for a good round sum and—then does he go back to the horse and buggy and the street car? Hardly.

He gets "reckless" again and buys another motor car—a better one. He is able to buy a better one for the same or less money than he spent before, because the manufacturers from year to year learn how to improve and refine their products.

In fact, you can now buy all that anyone needs in a five passenger car for as low a price as \$1500—it is a quality car, too.

In addition to the design, materials and workmanship necessary to insure perfect performance, this car has what many critics consider the most beautiful lines of any automobile in the world; and, further, it has the refinements and the finish to suit the most fastidious taste.

We have a Catalog, "AA," that many people profess to admire, which tells about this good \$1500 car.

After you have gone through this catalog, you'll probably be troubled with driver's itch until you get your hands on the wheel of a Chalmers. If you are willing to take a chance, write us.

### Here's Just About All You Can Ask in a Motor Car

The Chalmers "Forty" meets the motorist's maximum desire in every direction. It has as much room as any car made. It will carry seven and still have "room for one more."

The 40 h. p. motor gives all the power you can use at any time—the power for mile-a-minute speed, for scampering over hills, for faultless pulling in mud or sand.

### Chalmers "Forty"

has beauty and finish that suits those who demand the utmost. Handbuffed leather of the finest quality is used in the upholstery. Dash, heel boards and door strips are of Circassian walnut. The painting of a "Forty" is done with extreme care.

The extra long wheel base, the staunch double drop frame, the tilted seats and the long three-quarter elliptic springs, make this car as comfortable for the aged as for the vigorous.

\$2750, including Bosch magneto, Prest-O-Lite tank and gas lamps.

Touring car, five or seven seats; Torpedo, four seats.

Roadster, two, three or four seats. Write us for the name of the nearest dealer.

## Chalmers Motor Company Detroit, Michigan

(Licensed Under Selden Patent)

Motor's Classified Advertising contains many bargains and opportunities—see pages 124-125.